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**Teens, Fire, Education and Medical Officials Celebrate Burn Awareness Week**  
*Winners of High School Burn Awareness Video Contest Announced*

State Fire Marshal Stephen D. Coan and Thomas D'Esmond, administrator, Shriners Hospitals for Children® - Boston celebrated Burn Awareness Week (February 5-11, 2012) at a presentation hosted by Shriners Hospitals for Children in Boston, a pediatric burn hospital. The winners of a statewide contest for high school media students, the *YouTube™ Burn Awareness Video Contest*, sponsored by the state Department of Fire Services, the Mass. Association of Safety and Fire Educators (MA SAFE), and the Mass. Property Insurance Underwriting Association, were announced at the event.

“YouTube™ is a powerful tool for communication around the globe as we have seen in recent years, but there are many negative, false and just plain scary messages about fire and burns on the Internet,” said Fire Marshal Coan. “Our goal is to allow teenagers to research the truth for themselves without being lectured to by adults and without getting hurt.”

**Teens Talking to Teens**

“As a parent and a fire educator I have been appalled at some of the videos on YouTube™ made by teens or directed to teens. Yet as an educator I know that the best way for youth to learn about the true life consequences of the misuse of fire, was for them to research it on their own and to use their own language to effectively communicate to other teenagers,” said Capt. Rick Tustin, president of MA SAFE. “Our goal was to partner with high school media teachers and use burn prevention as a vehicle to help them reach their own education goals while allowing the students to harness their creativity.”

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**Winning Videos**

This is the fourth year of the contest and 60 teams from ten high schools in Agawam, Everett, Millis, Sharon, Sturbridge, Topsfield, Waltham, Westford, West Newbury and Worcester submitted entries. While all 60 videos were creative and interesting, the first place winning team was from Millis High School for their video *Catch the Heat*; the second place winners were from Sharon High School for their video *Kids and Lighters*, and the third place winners were from Masconomet Regional High for their video *Girls Night Out*. The Department of Fire Services will post the winning videos on its YouTube™ channel at <http://www.youtube.com/DSFOSFM>.

**Honorable Mentions**

Teams from Nashoba Valley Technical High School in Westford and two from Masconomet Regional High in Topsfield received honorable mention for their entries.

**Burn Awareness Video Contest**

The contest was open to grade 9-12 students enrolled in Massachusetts' schools and submissions had to be from school-sponsored communications courses or sponsored extra-curricular groups. Communications teachers or faculty sponsors were required to review and approve all storyboards before filming started. Videos were required to be one to three minutes long, explore burn prevention topics, be well researched, not demonstrate risky or unsafe behavior, and to be both educational and informative. This contest addressed learning standard components 27.6 (Gr. 9-10) and 27.8 (Gr. 11-12) of the Massachusetts English Language Arts Curriculum Framework (June 2001), Media Strand - General Standard 27: Media Production. School districts offering communications classes, which include the design and creation of media productions, were encouraged to promote this contest through an independent or group assignment as part of its curriculum delivery.

For more information about burn safety or the contest go to [www.mass.gov/dfs](http://www.mass.gov/dfs), then click on *Fire Safety Topics*, then select *Burn Awareness* or [www.burnawarenessweek.org](http://www.burnawarenessweek.org).

**Prizes**

MA SAFE and the Mass. Property Insurance Underwriting Association sponsored prizes for the top three winning videos. The Grand Prize was a digital video camera for the school and members of the winning team shared \$200 in gifts cards from Best Buy™. The Second Place team shared \$100 in gift cards from Best Buy™. The Third Place team shared \$50 in gift cards from Best Buy™.

**Judges**

The judges included Capt. Rick Tustin, president of MA SAFE; Ron Meehan from the Mass. Property Insurance Underwriting Association; Christine Farrell-O'Reilly, Director, of the MA Department of Public Health's Residential Fire Injury Prevention Program; Kathy Golden, Director of Public Relations and Marketing, Shriners Hospitals for Children – Boston; Barry Ouellette, senior producer at DigiNovations, a full service video production company based in Concord (MA) serving the digital media needs of

businesses, educational institutions and non profits; and Meaghan O’Connell, a graphic artist with the Department of Fire Services who represented the under 30 viewpoint.

“The Mass. Property Insurance Underwriting Association is pleased to be part of this innovative approach to teaching fire and burn safety to teenagers,” said Ron Meehan, representing the property and casualty insurance companies of Massachusetts. “Our company has long supported efforts to teach youth responsible fire behavior and to prevent inappropriate use of fire by young people,” he added.

### **Shriners Hospitals Sponsors of National Burn Awareness Week**

Feb. 5-11, 2012 is Burn Awareness Week, and during this week, Shriners Hospitals for Children® will begin its annual burn prevention campaign. This year’s focus is on teaching children to “Be Burn Aware,” especially at home. Information and materials pertaining to the effort can be found on the health care system’s website dedicated to burn awareness and prevention, [www.burnawareness.org](http://www.burnawareness.org).

Homes are the sites of thousands of burn injuries to children every year, including scalds and fire-related injuries. Following and implementing some basic safety tips could have easily prevented many of these incidents.

The campaign introduces two new child-friendly characters who showcase and share our messages: Boots and Brewster – a caped, cuddly bear and a googly-eyed teapot. In the materials, the pair leads children through the various rooms of a house, pointing out dangers, and how to easily correct or avoid them.

Firefighters, teachers, parents, caregivers and other members of the community are encouraged to participate in the year-long campaign by visiting [www.burnawareness.org](http://www.burnawareness.org) for burn prevention and safety tips and information on how to order or download free materials, including activity books and posters. The new, 2012 materials are available in both English and Spanish.

### **Teens and Young Adults at Risk for Both Scald and Gasoline Burns**

“Many of the videos teenagers and young adults see and post on popular video websites such as You Tube™, demonstrate risky or otherwise unsafe behavior but never tell the rest of the story – the painful, enduring injuries that occur,” said Coan. According to the Massachusetts Burn Injury Reporting System (M-BIRS), which by law collects injury reports on all burns affecting 5% or more of the entire body surface area, individuals in the 15-24 year-old age group accounted for one-third of the gasoline related burns in 2010,” said Coan.

“This high school video contest builds upon the successful relationships that school and fire departments have built over the past 16 years of the Student Awareness of Fire Education or S.A.F.E. Program here in Massachusetts,” said Fire Marshal Coan. The S.A.F.E. Program provides grants to fire departments to make trained fire and life safety educators available to work with classroom teachers to deliver age-appropriate lessons.

**Shriners Hospitals for Children – Boston**

Shriners Hospitals for Children – Boston is a pediatric surgical hospital, research, and teaching center. The Boston hospital is operated by Shriners Hospitals for Children, an international health care system of 22 hospitals dedicated to providing specialty pediatric care, innovative research and outstanding teaching programs. Children up to age 18 with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients' ability to pay.

**Mass. Association of Safety and Fire Educators (MA SAFE)**

The Massachusetts Association of Fire and Safety Educators is a professional association of fire and life safety educators from all professions that provides professional development training for its members and promotes community education efforts.

**Massachusetts Property Insurance Underwriting Association**

The Massachusetts Property Insurance Underwriting Association (MPIUA) also known as the Massachusetts FAIR Plan (Fair Access to Insurance Requirements) provides basic property insurance on eligible property for applicants who have been unable to gain insurance through the voluntary market. It sponsors the statewide Arson Watch Reward Program that includes an arson hotline, the annual poster contest for middle school students and provides rewards for information that solves the crime of arson.

**Department of Fire Services**

The Department of Fire Services is the sole agency within state government responsible for overall coordination of fire service policy and operations. Through the Division of Fire Safety, it manages the state burn registry, fire incident reporting and public education programs.